

A Study On Role Of Non Governmental Organizations (Ngos) In Rural Community Development

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ABSTRACT

Non Governmental Organization have more benefit of working in rural areas as compared to governmental organizations because are more flexible, NGOs are specific to a particular locality and moreover these are committed toward serving the public and community as a whole. As the task of development is massive, many NGOs are playing vital role in the rural development of India in collaboration with the government.

KEYWORDS: Governmental organizations, NGOs

1. INTRODUCTION

NGO is including groups and institutions that are entirely or largely Independent of government and that primarily humanitarian or cooperative rather than commercial objective. They are private agencies in industrial countries that support international development, indigenous groups organized regionally or nationality and member groups in villages. NGOs include charitable and religious associations that Mobilize private funds for development; distribute food and family planning services and promote community organization. They also include independent cooperatives, Community associations, water-user societies, women's groups and pastoral associations. Citizen groups that raise awareness and influence policy are also NGOs.

Voluntary organization can play a crucial role in rural development by supplementing government efforts as they are close to the minds and hearts of the rural people. They have their roots in the people and can respond to the needs and aspirations of the community very effectively. They can experiment new approaches to rural development. (Dhillon & Hansra - 1995). The success of the rural development depends upon the active participation and willing co-operation of the rural people through Self-Help organizations and voluntary agencies. In recent years, the voluntary agencies have acquired greater importance and significance than before because the administration has not been able to reach the people, especially the poor and weaker sections. They have been able to make their presence felt from the local to the national level and now at the international level also. Many of them have pioneered works in areas, which were ignored by the process of national development planning (Anandharajakumar - 1995).

ORIGIN OF NON GOVERNMENTAL ORGANIZATION

Non-Government Organizations (NGOs) and Voluntary action have been part of the historical legacy. In early 20th century, several voluntary efforts were started in the fields of education, health etc. The NGOs became prominent after independence, especially after 1970s.

Development practitioners, government officials and foreign donors consider that Non-Governmental

organizations by the virtue of being small scale, flexible, innovative and participatory, are more successful in reaching the poor and in poverty alleviating. This consideration has resulted in the rapid growth of NGOs involved in initiating and implementing rural development programmes.

PANCHAYAT RAJ INSTITUTIONS AND NGOS

Recently, the revival and strengthening of Panchayati Raj Institutions – consequent upon the Constitution (73rd Amendment) Act, 1992- the NGO's role has become more significant. In order to promote holistic and integrated development with the range of development schemes and programmes, the role of NGOs services and their involvement in the development process will be all the more in demand (Malik - 1995).

ROLE AND FUNCTION OF NGO

The Government has enunciated welfare state of the Directive Principles of State Policy and essentially the society and social organizations also have a role to play in providing basic needs, and the weaker sections (women and children). Govt has identified considering the social pattern of living and needs of citizens, schemes in which NGOs and voluntary organizations can participate. These are broadly;

Age care, Agriculture, Animal Welfare, Art & Craft, Children, Cities & Urban, • Culture & Heritage, Disability, Education, Environment, Health, Human Resource, Rural Development, Science & Technology, Tribal People, Waste Management, Welfare, Women Development, Other Social and Cultural Activities

NGO'S IN RURAL DEVELOPMENT

The NGO's in the process of development transaction secure cooperation of the people and build confidence among the participants of development. Consequently, the voluntary agency establishes harmonious relations with the people, ensures involvement and participation of the people and government departments in the formulation of development plan and its subsequent Implementation based upon the identified felt needs of the people and executes it on a non-political and non-profit basis.

The NGO's can play a crucial role in rural development in the following areas.

1. Selection of backward cluster of villages.
2. Assessment of resource endowments in the area and mapping of resources.
3. Human resource development through training.
4. Identification of right beneficiaries belonging to weaker segments.
5. Formulation of household and village plans based upon felt needs.
6. Organization and establishment of social action groups (SAGs) in villages.
7. Provision of assistance to the organized SAGs to tap welfare assistance from various government and non-government organizations.
8. Ensure the loaners utilize the loan strictly for the purpose for which it is sanctioned.
9. Solicit people's participation in the delivery of department.

10. Liaison work between people and governmental organizations.
11. Act as catalyst to bring about all-round development.
12. Creation of models through experiments and act as an innovative agency in development.
13. Represent people in the service area by identifying themselves with the local needs and aspirations.
14. Promotion of peace, harmony, unity, nationalisms and secularism in the minds of rural people.
15. Holding of camps regularly, to create awareness on the condition of people, area and provisions available from government and non-governmental organizations towards their well-being.
16. Provision of opportunity for training local leadership and their well-being.
17. Raise income levels and expand employment opportunity to the weaker sections of society, particularly those below poverty line.
18. Development and adoption of work culture which is readily understood among the beneficiaries in the development process.
19. NGO's can organize new programmes to meet new needs and better ways of meeting old needs and experiment with new techniques in bringing about change in the attitude of people.
20. NGO's can also take initiatives to food production, population control, fighting malnutrition, eradication of illiteracy, promotion of economic stands of people etc.
21. NGO's serve the people by knowing their felt need. One of the crying needs of rural people is the problem of unemployment.
22. NGO's have a pioneering role in the provision of social welfare services like health, sanitation, nutrition, education, family welfare child care, women's development, upliftment of weaker segments through creation of local self employment.
23. The central Social Welfare Board evolved a special scheme for the social economic training and production centers.

FIELD OF THE STUDY

Vengal Panchayat is situated in Tiruvellur District of Tamil Nadu. It is approximately 60 Km from Chennai, it is situated on the Thiruninrur and Periapalayam highway. This Panchayat consists of the 3 village namely, Vengal1, Vengal 2, and Vengal 3. These villages are sustained by an agrarian economy. Common growth crops are paddy, chilies, groundnuts and floriculture is also practiced – rose and jasmine are grown here. Most of the villagers are daily wage earners. Only few have lands majority of the population are SC and ST.

DEFINITION OF RURAL COMMUNITY DEVELOPMENT

Rural development in general is used to denote the actions and initiatives taken to improve the standard of living in non-Urban neighborhoods, countryside, and remote villages. These communities can be exemplified with a low ratio of inhabitants to open space. Agricultural activities may be prominent in this case whereas economic activities would relate to the primary sector, production of foodstuffs and raw materials.

2. OBJECTIVE OF THE STUDY

1. To study the role of NGO working for education in the community.

2. To assess the role of NGO working for health in the community.
3. To know about the effectiveness and functioning of SHG in the community. .

3. RESEARCH DESIGN FOR THE STUDY

The researcher adopts descriptive research design for his study. Descriptive research concerned with describing the characteristics of a particular individual/ group. It is also concerned with what and why of a phenomenon. It involves description and exploration of research problem. Research describes the role of NGO's in rural community development.

SAMPLING TECHNIQUE

The researcher must decide the technique to be in selecting the item for the sample. In fact this techniques to be or procedure stands for the sample design itself. The researcher used convenient sampling for his studies, it's comes under non-probability random sample method. Researcher selected 50 respondents of both male and females have been taken for his study.

TOOLS OF DATA COLLECTION

The tool of data collection for the study will be the interview schedule .This will be prepared in order to obtain necessary data relating to the objectives of the study. A few open-ended questions will also be included, so that a wide range of information could be obtained from the respondents. Data collection was conducted the respondents from 1st April to 30th June of 2017.

DEMOGRAPHIC PROFILE OF THE RESPONDENTS

SL. NO	SEX	FREQUENCY	PERCENTAGE
1	Male	24	48
	Female	26	52
2	Marital Status	N=50	100
	Married	30	60
	Unmarried	20	40
3	Age Groups	N=50	100
	20 to 25 Yrs	10	20
	26 to 30 Yrs	11	22
	31 to 35 Yrs	08	16
	36 to 40 Yrs	09	18
	41 to 45 Yrs	12	24
4	Occupation	N=50	100
	Daily Wages	16	32
	Coolie	24	48
	Agriculture	10	20
5	Income	N=50	100
	Less than Rs.5000	10	20
	Rs.5000 to 10000	18	36
	Rs.10000 to 15000	16	32
	Rs.15000 to 20000	06	12
6	Educational Status	N=50	100
	Illiterate	18	36

Primary School	11	22
Higher School	09	18
UG/PG	07	14
Diploma	05	10

Sources: Primary data

TABLE NO 1

The above table explains that demographic profile of the respondents in vangal panchayat. The majority of the respondents were male and married. Regarding with age group maximum of the respondents belong to age group of 41 to 45 and coolies. In connection to income respondents were earning Rs.10000 to 15000 per month and studied primary school. The researcher concludes that respondents are living in low level of economy background.

ROLE OF NON GOVERNMENTAL ORGANIZATION IN COMMUNITY

SL. NO	EDUCATION	FREQUENCY	PERCENTAGE
1	Free Education	09	18
	Scholarship	17	34
	Sponsorship	10	20
	Free Note Books	08	16
	Vocational Training	06	12
2	Health	N=50	100
	Free Health Camp	17	34
	Awareness	10	20
	Blood Donation	06	12
	Organ Donation	05	10
	Operation	12	24
3	SHGs in Community	N=50	100
	Loan Facility	20	40
	Running Shop	10	20
	Welfare activity	05	10
	Income activity	10	20
	Empowerment	05	10

Sources: Primary data

TABLE NO 2

The above table explains that role of NGOs working in community. The majority of the NGOs working for children's education and sponsored to them, regarding with health sector NGOs are playing vital role in community especially in conducting free health camp with hospitals. Women empowerment is newly emerging concept in India regarding with SHGs in community. The majority of the SHGs members arranging loan facility for groups members available in bank.

SUGGESTIONS

1. The NGO's working in the community need to understand the needs of the community.
2. Needs and wants should be discussed with the community.

3. The community should be involved in availing the services of the community.
4. The NGO's should try and involve more number of community people.
5. The NGO's should concentrate on education of others also.
6. Regular programmes should be conducted by the NGO's.
7. Awareness programme of the NGO's should be more effective.
8. NGO's should try and increase the no of self help groups.

4. CONCLUSION

NGOs are in important link between people at the grassroots, civil society and the state. They have been instrumental in creating awareness and implement various rural development programmes. They are thus representative of alternative modes of development thinking in India.

At the same time, NGOs are dependent, on, and influenced by, the state as well as the national/international funding, ideology and programmes. This interface between NGOs, civil society and the state needs to be urgently addressed. There are various ways of approaching the NGOs in order to review their role in development. The scope is immense and the field of voluntary organizations is a fertile ground for researchers in sociology/social anthropology, economics and social work.

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